MAT 26 Million records
5.4 Million Customers (matched by name, last plus 1st initial)

MCS 16 Million records
4.5 Million Customers

Gear 13 Million records
3.3 million customers

Unlimited (on-going) 1.7 million records

CRI (Non-Marlboro) 7 million records
4 million customers

Demographic information Available

Age, Sex, Nielsen County Size, P.M Region,

Order Information

item description per order
UPC's or Miles
orders

2046166936

Source: https://www.industrydocuments.ucsf.edu/docs/hgbk0004